

## Message Text

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ACTION EUR-25

INFO OCT-01 ISO-00 SS-20 NSC-07 CIAE-00 DODE-00 INR-11

NSAE-00 PA-04 RSC-01 USIA-15 PRS-01 SP-03 DRC-01 /089 W

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R 061728Z SEP 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 2081

UNCLAS SECTION 01 OF 02 PARIS 21141

EO11652 N/A

TAGS PINT PFOR FR

SUBJECT: FRENCH PRESS REACTION TO AMBASSADOR RUSH'S  
NOMINATION

SUMMARY: FYI, FOLLOWING IS THE INITIAL FRENCH PRESS  
REACTION TO THE ANNOUNCEMENT OF MR. RUSH'S APPOINTMENT  
AS AMBASSADOR TO FRANCE, WHICH IS MIXED. END SUMMARY.

1. NEW YORK CORRESPONDENT LEO SAUVAGE REPORTS IN FIGARO:  
"THE DIPLOMATIC NOMINATIONS AND DISPLACEMENTS THE WHITE  
HOUSE JUST ANNOUNCED HAVE GIVEN RISE TO SUCH VARIED COM-  
MENTARIES THAT IT IS STILL DIFFICULT TO SAY WHETHER OR  
NOT PRESIDENT FORD'S FIRST INITIATIVE IN THAT FIELD IS  
A SUCCESS...THE NAME OF THE NEW US AMBASSADOR TO  
PEKING, PARADOXICALLY, REMAINS ASSOCIATED WITH THE LAST  
EFFORTS OF WASHINGTON, IN VAIN AND AWKWARD, TO PREVENT  
COMMUNIST CHINA FROM ENTERING THE UNITED NATIONS. THE  
NOMINATION OF JOHN SHERMAN COOPER TO EAST BERLIN HAD  
LONG BEEN EXPECTED AND IS GENERALLY APPROVED. THAT OF  
PRESIDENT NIXON'S FORMER ECONOMIC ADVISER, MR. KENNETH  
RUSH, SO FAR HAS AROUSED SURPRISE BUT HAS NOT BEEN CRITI-  
CIZED. IT IS ON THE CONTRARY POINTED OUT THAT MR. KEN-  
NETH RUSH IS LIKELY TO HAVE GOOD PERSONAL RELATIONS WITH  
FRENCH FORMIN JEAN SAUVAGNARGUES, SINCE BOTH MEN WERE  
AMBASSADORS TO BONN AT THE SAME TIME AND WORKED TOGETHER  
DURING THE 1972 NEGOTIATION OF THE TREATY ON THE BERLIN  
STATUS."

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2. RADIO LUXEMBOURG (RTL) NEW YORK CORRESPONDENT GEORGES PENCHENIER: "INFLATION HAS BECOME THE UNITED STATES' ENEMY NO 1...THE AMERICANS CONSIDER THAT JAPAN AND EUROPE SHOULDN'T GO IT ALONE IN THE ANTI-INFLATION STRUGGLE...IT IS NOT ACCIDENTAL THAT THE AMERICANS HAVE NAMED A SPECIALIST ON ECONOMIC QUESTIONS AMBASSADOR TO FRANCE...MR. RUSH WILL TRY TO MAKE THE FRENCH GOVERNMENT UNDERSTAND THAT IT IS IMPOSSIBLE TO COMBAT INFLATION SUCCESSFULLY IF THE TWO SIDES OF THE ATLANTIC DO NOT FULLY AGREE. AND IT IS EXACTLY THE SAME THING THAT SECRETARY OF THE TREASURY SIMON WILL TELL HIS EUROPEAN AND JAPANESE COUNTERPARTS IN PARIS THIS WEEK-END."

3. LE MONDE ARTICLE BY FORMER WASHINGTON CORRESPONDENT ALAIN CLEMENT: "MR. KENNETH RUSH'S APPOINTMENT HAS A HASTY ASPECT. LEAVING ASIDE ANY CONSIDERATION OR THE WORTH OF THE PERSONALITIES WHO HAVE SUCCEEDED ONE ANOTHER IN THE PALACE ON AVENUE GABRIEL, IT IS A FACT THAT THE RECENT US AMBASSADORS TO PARIS HARDLY HAD TIME TO BECOME FAMILIAR WITH FRENCH REALITIES. THE LATE ARTHUR WATSON TOOK HIS POST IN MARCH 1970 AND LEFT IT IN DECEMBER 1972. MR. JOHN IRWIN, NAMED IMMEDIATELY THEREAFTER TO REPLACE HIM, PRESENTED HIS CREDENTIALS ON MARCH 23, 1973. LESS THAN A YEAR AND A HALF LATER, HE IS INVITED TO PACK UP...IT IS NOTEWORTHY THAT MR. KENNETH RUSH'S NOMINATION TAKES PLACE AT THE TIME WHEN SENATE DEMOCRATIC LEADER MIKE MANSFIELD PUBLICLY STANDS FOR AN IMPROVEMENT OF RELATIONS BETWEEN THE US AND FRANCE...UNDER THE CIRCUMSTANCES, THE ONLY THING LEFT TO DO IS TO HOPE FOR THE BEST FROM MR. RUSH'S ARRIVAL IN PARIS. THE FACT THAT HE DOES NOT SPEAK FRENCH SHOULD NOT INHIBIT THE SPIRIT OF INITIATIVE HE WILL NEED TO MAKE THE US EMBASSY AGAIN A PLACE FOR FRANCO-US CONTACTS AND EXCHANGES."

5. LE MONDE WASHINGTON CORRESPONDENT HENRI PIERRE: "PRESIDENT FORD'S FIRST DIPLOMATIC NOMINATIONS SHOW HIS CONCERN TO BREAK WITH AN OLD TRADITION THAT CONSISTED OF REWARDING WITH IMPORTANT POSTS ABROAD THE

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PRINCIPAL DONORS TO THE ELECTION FUND OF THE PARTY HAVING WON THE ELECTIONS...NONE OF THE MEN NAMED SEPT.4 HAS MADE ANY CONTRIBUTION TO THE REPUBLICAN PARTY'S ELECTION FUND. MR. BUSH, THE FORMER PRESIDENT OF THE PARTY'S EXECUTIVE COMMITTEE, IS A MILLIONNAIRE WHOM THE PRESIDENT IS SENDING AWAY TO PEKING IN ORDER NOT TO HAVE A MAN OF THE FORMER NIXON REGIME AROUND HIM. THE SAME CONCERN APPLIES TO THE DISPLACEMENT OF MR.RUSH, WHO CAN

BE CONSIDERED AS A CAREER DIPLOMAT, SINCE HE HAS BEEN

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TO SECSTATE WASHDC 2082

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SERVING THE GOVERNMENT SINCE 1969."

6. LA CROIX NOTED IN CLOSING A PROFILE OF AMB.RUSH:  
"IS MR. RUSH'S APPOINTMENT TO THE PARIS EMBASSY AN  
ELEGANT WAY OF DRIVING A FORMER ADVISER OF NIXON AWAY  
FROM GOVERNMENT AFFAIRS? OR SHOULD  
IT BE SEEN AS AN ILLUSTRATION OF THE FORD ADMINISTRA-  
TION'S INTEREST IN SEEKING SOLUTIONS TO THE ECONOMIC  
CRISIS THAT IS SHAKING THE UNITED STATES AND EUROPE?"

7. LES ECHOS: "THIRTY YEARS SPENT WITH THE UNION CAR-  
BIDE CO., WHOSE PRESIDENT HE BECAME IN 1969, HAVE MADE  
MR. KENNETH RUSH AN ACCOMPLISHED BUSINESSMAN. HIS  
FRIENDSHIP FOR RICHARD NIXON HAS DONE THE REST AND  
ENABLED HIM TO DEMONSTRATE AN UNQUESTIONABLE SENSE OF  
DIPLOMACY. BY NAMING HIM TO PARIS, PRESIDENT FORD PAID  
HOMAGE TO QUALITIES THAT SHOULD ENABLE HIM TO STRENGTHEN  
RELATIONS BETWEEN THE US AND FRANCE. THIS NOMINATION,  
ON THE OTHER HAND, WILL REASSURE US FINANCIAL CIRCLES  
WORRIED BY HIS ARRIVAL AT THE HEAD OF THE WAGE-PRICE  
COUNCIL CREATED BY THE CHIEF EXECUTIVE. THE CAPACITIES  
OF THE FUTURE AMBASSADOR AS AN ECONOMIST ARE PROBABLY  
THE ONLY ONES TO HAVE BEEN QUESTIONED SINCE HIS NOMINA-

TION BY RICHARD NIXON TO THE POST OF WHITE HOUSE ADVISER.

8. LE QUOTIDIEN DE PARIS: "THE NOMINATION OF MR. KENNETH  
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RUSH, A FORMER ECONOMIC ADVISER OF MR. NIXON, TO THE POST  
OF AMBASSADOR TO FRANCE, AND THAT OF MR. GEORGE BUSH,  
CHAIRMAN OF THE REPUBLICAN PARTY FOR 21 MONTHS, TO THE  
POST OF AMBASSADOR TO PEKING, SEEM TO CORRESPOND TO  
A DETERMINATION OF THE NEW US PRESIDENT TO SEND INTO  
GOLDEN EXILE SOME MEN WHOSE TIES WITH THE FORMER  
PRESIDENT MIGHT HAVE EMBARRASSED THE WHITE HOUSE. MR.  
BUSH ACTUALLY DEFENDED MR. NIXON THE MOST STRONGLY IN THE  
WATERGATE AFFAIR. MR. RUSH WAS NOT INVOLVED IN THE WATER-  
GATE AFFAIR, BUT, IN THE EYES OF THE AMERICAN PUBLIC,  
HE IS ASSOCIATED WITH THE ECONOMIC POLICIES OF THE FOR-  
MER PRESIDENT."

9. TELEVISION REPORTED THE NOMINATION BRIEFLY  
WITHOUT ANY COMMENT.  
STONE

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## Message Attributes

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**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS COMMENTS, AMBASSADORS, PERSONNEL APPOINTMENTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 06 SEP 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Disposition History:** n/a  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
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**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 4  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** elyme  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 27 JUN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <27 JUN 2002 by maustmc>; APPROVED <04 FEB 2003 by elyme>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** FRENCH PRESS REACTION TO AMBASSADOR RUSH'S NOMINATION  
**TAGS:** PINT, PFOR, FR, (RUSH, KENNETH)  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005